

WHAT IS CLAIMED IS:

1 1. A method for messaging with devices in order to determine one or
2 more actions to perform, the method comprising:
3 storing information for a message, the stored information comprising action
4 information corresponding to the one or more actions;
5 sending a message to a device including a message identifier and one or more
6 action identifiers corresponding to the one or more actions;
7 receiving a response message from the device, the response message including
8 an action identifier in the one or more action identifiers and the message identifier;
9 determining the stored information using the message identifier;
10 determining action information for the action in the stored information using
11 the action identifier; and
12 performing the determined action using the action information.

1 2. The method of claim 1, wherein the action information comprises
2 information compatible with a web-based application, wherein the web-based application is
3 used to perform the action.

1 3. The method of claim 1, wherein the sent message comprises a text-
2 based message and the response message comprises a text-based message.

1 4. The method of claim 1, further comprising sending a result of the
2 performed action to the device.

1 5. The method of claim 1, further comprising determining device
2 information associated with the response message, wherein the message identifier and the
3 device information are used to determine the stored information.

1 6. The method of claim 1, wherein the device information comprises at
2 least one of information specific to a device and information specific to a user.

1 7. The method of claim 1, wherein the device comprises a mobile device.

1 8. A method for messaging with devices in order to determine one or
2 more actions to perform, the method comprising:
3 storing information on how to perform one or more actions;

4 sending a message to a device including information identifying the one or
5 more actions;
6 receiving a text message from the device including information identifying a
7 desired action in the one or more actions;
8 determining stored information on how to perform the desired action using the
9 information specifying the desired action; and
10 causing the determined action to be performed using the information on how
11 to perform the desired action.

1 9. The method of claim 8, wherein the information on how to perform the
2 one or more actions comprises web-based information.

1 10. The method of claim 9, wherein the web-based information comprises
2 a URL.

1 11. The method of claim 8, wherein the sent message comprises a plain-
2 text message.

1 12. The method of claim 8, wherein the text message comprises a plain-
2 text message.

1 13. The method of claim 8, wherein determining the stored information
2 comprises using a message identifier for the received message to determine the stored
3 information.

1 14. The method of claim 8, further comprising sending a result of the
2 performed action to the device.

1 15. A device for generating and processing messages to determine actions
2 to perform, the device comprising:
3 a message generator configured to generate a message identifying one or more
4 actions and to send the generated message to a device;
5 an information storer configured to store information associated with the
6 identified one or more actions;

7 a receiver configured to receive a response message from the device, wherein
8 the response message identifies an action in the one or more actions identified in the message
9 sent to the device;

10 an action determiner configured to determine stored information for the
11 identified action; and

12 an action performer configured to cause the action to be performed using the
13 determined stored information.

1 16. The device of claim 15, wherein the generated message comprises a
2 text message.

1 17. The device of claim 15, wherein the response message comprises a text
2 message.

1 18. The device of claim 15, wherein the one or more actions comprise
2 web-based actions.

1 19. The device of claim 15, wherein the action determiner determines the
2 stored information using at least one of a message identifier for the response message to and
3 information specific to the response message.

1 20. The device of claim 15, wherein the information specific to the
2 response message comprises information specific to a user.

1 21. A system configured to perform actionable messaging, the system
2 comprising:

3 one or more devices;

4 an application configured to perform actions; and

5 an actionable message device configured to communication with the one or
6 more devices and the application, the device comprising:

7 a message generator configured to generate a message identifying one
8 or more actions and to send the generated message to a device;

9 an information storer configured to store information associated with
10 the identified one or more actions;

11 a receiver configured to receive a response message from the device,
12 wherein the response message identifies an action in the one or more actions identified in the
13 message sent to the device;
14 an action determiner configured to determine stored information for
15 the identified action; and
16 an action performer configured to cause the action to be performed
17 using the determined stored information.

1 22. The system of claim 21, wherein the one or more devices comprise
2 mobile devices.

1 23. The system of claim 22, wherein the mobile devices are configured to
2 receive messages exclusive of web-based messages.

1 24. The system of claim 22, wherein the mobile devices are configured to
2 send messages exclusive of web-based messages.

1 25. The system of claim 21, wherein the application comprises a web-
2 based application.